

U.S. Government Printing Office
and
U.S. Census Bureau
present



Vendor Conference

October 25, 2005

Welcome Vendors!



Census 2000 Facts

- 120 Million housing units (50 States, D.C. & Puerto Rico)
- 99 Million questionnaires delivered by U.S. Post Office
- 23 Million questionnaires hand-delivered by Census enumerators
- 398 Million questionnaires printed
- 14,000 Tons of recycled paper used
- 700 Tractor trailers used to transport forms to post offices

Census 2000 Past Printing Opportunities

- 790 contracts/orders for Advertising, Promotional Items & Operations Forms to aid in Census 2000
 - \$66 Million awarded in printing expenditures
 - 300+ Million printed materials (Posters, Promotional Items, Field Operations Forms/Kits)
 - Printing for the 2000 Census ran from 1997 to 2000

Census 2000 Past Printing Opportunities

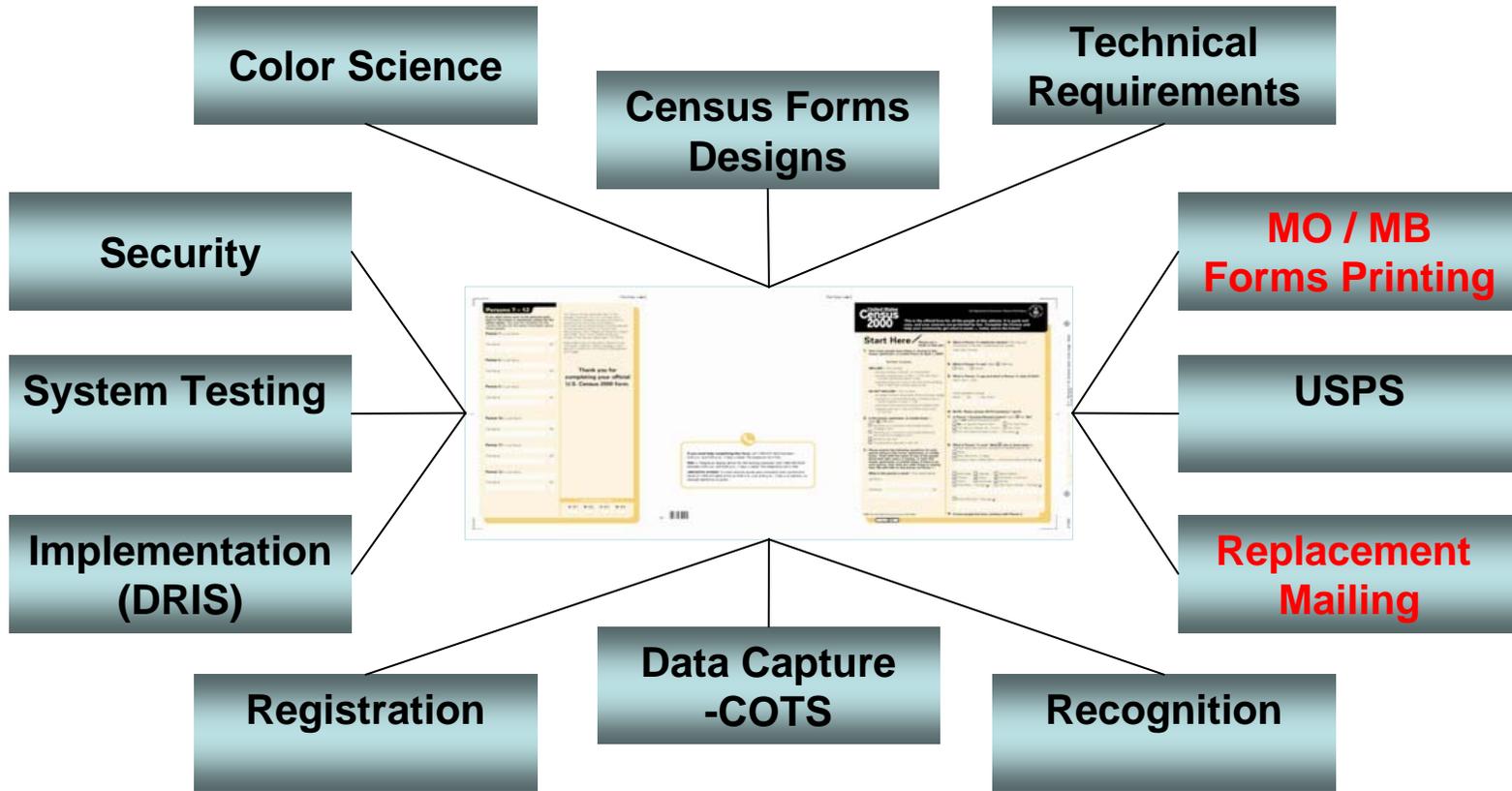
- 91 contracts for Public Use Forms (PUFs) to collect data for Census 2000
- \$70 Million spent on PUF printing
 - 130 Million packages (Questionnaire, Letter, Return Envelope) to households
 - 250 Million questionnaires for field follow-up
 - 120 Million advance letters
 - 120 Million reminder postcards
 - 22 Million foreign language Forms
 - 19 Million special operations Forms

Future Printing Opportunities

Sealed Bid vs. Best Value

- All contracts, except for the major mail-out/mail-back (MO/MB) Census questionnaires will be procured using sealed bid
 - Sealed Bid Opportunities: Letters, postcards, advertising, promotional, etc.
 - Best Value Opportunities: MO/MB, Replacement Mailing (RM)

Systems Integration



All these elements interact in complex ways...

Systems Approach Census Print 2010 MO/MB

- Get Forms printer involved in the early development process:
 - To be part of an integrated team in 2007
 - Take part in the forms design and technical requirements development process
 - Help determine what design and data capture requirements may impact the printing process
 - Offer suggestions, solutions, alternatives to overcome printing problems
 - Take part in early planning for printing and finishing security
 - Be an integral part of the bigger system so that printing, variable imaging, finishing & mailing get done right so other elements of the system work properly

Print 2010 Acquisition

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Discussion Points

- **First**, provide an overview of the Print 2010 contract, to include goals, scope and schedule
- **Second**, review high-level requirements, with focus on areas different from 2000
- **Third**, provide more detailed DRAFT requirements by area
- **Fourth**, review “what you should know” about this solicitation and about doing business with GPO

Overview

➤ **GPO will:**

- Release Request For Proposal (RFP)
- Negotiate contract
- Act as CO and COTR
- Award contract
- Assist Census with monitoring contract

➤ **Census will:**

- Develop technical requirements
- Participate in the RFP development
- Perform technical task management
- COTR

Program Goals

- The **goals** of the solicitation are to:
 - Reflect a systems approach to the 2010 Census
 - Allow for earlier planning
 - Coordinate and develop an integrated team in 2007
 - Develop important technical requirements for printing and determine any paper data capture system impacts
 - Ensure secure printing
 - To obtain **best value** for the government; i.e. the government will not take an inferior solution in exchange for a lower price

Best Value Definition

- Solicitation uses “Best-Value Principles”
 - Award will be made to the responsible and technically acceptable Offeror whose proposal provides the greatest overall value to the Government, **price and other factors considered**
 - Government will compare the value of the differences in the technical factors for competing offers, based on their **strengths, weaknesses, and risks**, with differences in their price to the Government
 - The Government is more concerned with obtaining **superior technical, and management capabilities** than with making an award based on the lowest overall cost
 - The Government will not make an award at a significantly higher overall price to achieve slightly superior technical skills

Solicitation Schedule*

MILESTONE	DATE
Release <i>Draft</i> Request for Proposal (RFP)	4/19/06
Request for Proposal (RFP) Release	9/15/06
Proposals due to CO	10/20/06
Evaluation of Initial Proposals	10/25/06 – 11/28/06
Competitive Range Determination	11/29/06
Discussions	11/30/06-12/13/06
Final Proposal Requests to Offerors (if needed)	12/18/06
Receipt of Final Proposal Revisions (if needed)	1/9/07
Evaluation of Final Proposal Revisions (if needed)	1/10/07-2/5/07
Contract Award	3/15/07
Services Begin under Contract	3/15/07

* Subject to change at the sole discretion of the government

Contract Scope

➤ **Scope of contract**

- 2010 Mail-out/Mail-back (MO/MB) printing, finishing and mailing of short forms, including forms delivered by the Census Bureau (not USPS) to be mailed back (a.k.a. Update/Leave)
- 2010 Replacement Mailing (RM) printing, finishing and mailing of short form
- Bilingual forms printing
- Letters and inserts for mail-out packages
- Includes 2008 Dress Rehearsal printing
- Interim testing, printing of test materials, etc.

➤ **NOT in scope**

- Field collection forms, or any other “special” forms
- Long forms (not currently planned for 2010)

Contract Phases

Phase	Activity	Start Date	End Date
Phase A	Technical Collaboration (with Census & GPO) & Refinements	3/15/2007 (approximate award date)	12/31/2008
Phase B	2008 Dress Rehearsal Printing Production	9/28/2007	4/18/2008
Phase C	Final 2010 Census Preparations	6/30/2008	4/10/2009
Phase D	2010 Census Printing Production	12/18/2008	3/17/2010
Phase E	Replacement Mailing Printing	3/17/2010	4/21/2010
Phase F	Project Closeout	4/21/2010	11/16/2010

Performance Schedule*

- Dress Rehearsal (DR) Printing
 - December 2007 to April 2008
- DR Replacement Mailing (RM) Printing
 - 10 day period (approx 4/8/08 to 4/17/08)
- 2010 Printing
 - April 2009 to March 2010
- 2010 RM Printing
 - 10 day period 4/7/10 to 4/16/10

** Tentative schedule – subject to change*

Contract Types

- We are considering different contract types for different phases
- Printing phases may be conducive to the “standard” price per form model
- The technical collaboration and refinement phases are less defined and may be conducive to another contract type
- The government is open to feedback on this topic

High-Level Requirements Overview

- **Three major changes from 2000**
 - Procurement Strategy
 - Replacement Mailing
 - Stringent security at all stages
- Must work with paper data capture contractor and USPS
- Participate in Dress Rehearsal and other tests
- Rigorous QA/QC, automated as much as possible, QA/QC certifications desirable (i.e. ISO, SixSigma, etc.)
- We will develop requirements & draft specifications in as much detail as possible, but some details will not be known at the time of RFP release
- Census will collaborate with the winning contractor to refine the final specifications

High-Level Requirements (cont.)

- Estimated Volumes: Dress Rehearsal
- Approximate quantities for the 2008 Dress Rehearsal
 - **1,613,000** Mail-out/Mail-back short forms, letters, and envelopes, with return envelope (print, finish, and mail to individual addresses)
 - **247,000** Update/Leave (Census-delivered/mailed-back) short forms, letters and envelopes with return envelope (print, finish, and transport via commercial carriers to Local Census Offices (LCOs))
 - **Approximately 800,000** Replacement Mailing packages - short forms, letters, and envelopes, with return envelope (print, finish, and mail to individual addresses with a 10 calendar-day staggered schedule to mimic 2010 operations)
 - **251,000** bilingual short forms, letters, and envelopes, with return envelope (print, finish, and mail to individual addresses)

High-Level Requirements (cont.)

- 2010 Census Volumes
- Total *estimated* volume: **190,000,000** forms
 - **110 million Mail-out/Mail-back short forms:** letters, and envelopes, with return envelope (print, finish, and mail to individual addresses)
 - **20 million Update/Leave short forms:** letters and envelopes with return envelope (print, finish, and transport via commercial carriers to Local Census Offices)
 - **40 million Replacement Mailing packages:** short forms, letters, and envelopes, with return envelope (print, finish, and mail to individual addresses within 10 calendar-days of receipt of addresses)
 - **20 million Bilingual short forms:** letters, and envelopes, with return envelope (print, finish, and mail to individual addresses)

High-Level Requirements (cont.)

- Contractor must ensure availability of ink, paper, and all related equipment
- Contractor must guarantee availability of facility, operations, and other resources for 2008 Dress Rehearsal, 2009 Operations/Systems tests, and the 2010 Census
- Regular performance measures & feedback required, automated as appropriate (anticipate using a web portal to be provided by Census)
- For 2008 Dress Rehearsal, the simulated workflow configuration must mirror 2010 large-scale operation
- All schedules **must be maintained**

2010 Replacement Mailing (RM) Overview

- The RM is a second Package mailed to households *that do not respond to the initial short form mailing*
- Important because it saves field staff from having to visit these households
- Must print, address, finish AND mail approximately *40M packages in 10 **calendar** days* (possible to print packages ahead of time if addressing technology can meet Census requirements)
 - “10-day” clock starts when printer receives address file; completes when last package is mailed
 - Will work with contractor to determine file formats, method of data transmission, etc.

2010 Replacement Mailing (RM) Overview

- RM package will be a slightly different Form from the original MO/MB package (e.g., possibly a colored flap over front page of Form)
 - See sample provided in handout materials
- Census may decide to provide \$\$ incentives for beating the 10-day window (feedback?)

2010 Security Overview

“Title 13”

- The Census Bureau is fundamentally driven by two U.S. codes: Sections 9 and 214 of Title 13, regarding information confidentiality (9), and wrongful disclosure of information (214)
- Criminal penalties for disclosing any Title 13 data
- Title 13 U.S.C. § 9 requires that data collected by the Census Bureau in its surveys, **including the Decennial Census addresses**, shall remain confidential

2010 Security Overview (continued)

- We do not want to risk that Census mail is not opened by the public due to either real or perceived security concerns
- Security includes personnel, physical, operations, and IT
- We cannot mitigate all threats, but are in the process of deciding where to focus efforts.
- We need to leverage technologies that will help us minimize risks
- Contract contingencies to deal quickly with the unknown
- Facilities shall be available at all times for physical security inspections

Draft Requirements: Paper and Color

- Most forms will be a single sheet, folded
 - Paper will be JCPA80, 50# white opacified offset
 - Paper sizes will range from 8.5 inches x 10 inches to 11 inches x 28 inches
 - Bilingual forms may be in booklet format of 8-16 pages (to be determined)

Draft Requirements: Paper and Color

- Contractor will be required to submit paper and ink samples
- The Contractor shall be able to print up to three colors
 - The Government must have confidence in the Contractor's ability to handle the ranges of color currently under consideration
 - Contractor will follow CIE L*a*b* specifications to establish acceptable color ranges

Draft Requirements: QA/QC

- **GPO QATAP Level II** required for printing *and* finishing
- Penalties will be applied and incentives may apply for quality control and assurance measures
 - (See QATAP at <http://www.gpo.gov/asforms/index.html>)
- Rigorous QC, automated as much as possible
- QC certifications desirable (i.e., ISO, SixSigma, etc)
- Draft Quality Assurance Plan due within 6 months of contract award; must be updated and maintained.
- Government representatives will perform independent inspections and quality control at all stages
- Evidence of completion of verification processes must be provided back to Census in near real-time*

* *Near real-time refers to the ability to obtain information about a process in sufficient time to take corrective action as a normal part of the workflow*

Draft Requirements: QA/QC

- Measurements are still under consideration. However, the following are anticipated, at a minimum:
 - **Pre-Production Measurements:** Certification of paper manufacturing run, certifications of inks
 - **Ink quality data:** CIE L*a*b* and density tests
 - **Color match tolerances**
 - **Printing Measurements:** Type quality and uniformity, solid and screen tint color match
 - **Process Measurements:** paper dust, paper cuts, trim size, position
 - **Address quality:** Bar codes, bar code verification; verification that all mail was placed in the mail-stream
 - **Automated defect detection systems** are encouraged
 - **Color measurement and control systems** are required
 - For additional detail and definitions, see QATAP Level II Printing specifications (<http://www.gpo.gov/asforms/index.html>)

Draft Requirements: Print Tests

- The 2008 Dress Rehearsal will provide a full test of ALL 2010 systems, on a smaller scale
- Possibly a full systems test in 2009 to have a scaled up test prior to production
- Purpose of tests:
 - Provide confidence in solutions and approaches
 - Reduce risk
 - Validate RM technologies and approaches
 - Make any necessary refinements

Draft Requirements: Interfaces

- GPO
 - GPO and Census will act as one technical team
 - GPO has all contractual authority
 - GPO will provide project management as well as QC staff
- Census
 - Phase A will be spent collaborating with Census to refine technical specifications
 - Will work with paper data capture contractor and other Census stakeholders via technical working groups, etc.

Draft Requirements: Interfaces (continued)

➤ USPS

- In 2006 Census is testing the feasibility of postal address tracking to explore the benefits for mailing and check-in operations
- GPO/Census will manage the USPS relationship, but significant interaction/coordination between the contractor and local postal authorities is expected

Draft Requirements: Security

- The Government is required to comply with the Federal Information Security Management Act (FISMA). See the NIST website at
 - <http://csrc.nist.gov/sec-cert/fisma-news.html>
- Subcontractors must meet all security requirements
- Additional security measures can be recommended based on Offeror's experience
- Physical Security
 - Detailed procedures and plans for each facility must be provided by the contractor in a Physical Security Plan
 - Secure area(s) dedicated to the manufacture and storage of Census materials and data are required

Draft Requirements: Security

➤ Personnel Security

- Investigative & Pre-employment verification are required
- Confidentiality oaths are required
- Restricted access to production, finishing, and mailing areas
- Must complete annual Title 13 Course provided by the Census Bureau
- May be able to have different requirements for different levels of access (TBD)
- Foreign National restrictions may apply

Draft Requirements: Security

➤ Operations

- Security Plans, Risk Management Plans/Assessments, and Continuity of Operation Plans will be required
- All operations subject to audit at any time

➤ Information/Title 13

- Facility must be certified by the Chief of the Census Information Technology Security Office (ITSO)
- Systems and equipment at secure facilities must be approved by the Government
- Restricted personnel access to data

Draft Requirements: Management/Operations

- Management requirements will emphasize collaboration with GPO, Census and the USPS
- Swift problem identification and resolution required
- Extensive reporting, via automated means (near real-time), to Census web portal required
- Staffing
 - Ensure adequate resources for this massive job
 - Ensure experienced personnel and management teams
 - Ensure that staff is adequately trained for production and security
- Operations
 - Emphasize change control, standards/processes, audits, identification and implementation of improvements
 - Extensive Quality Control, highly automated
 - Provide production plan & workflow processes that include , machinery/equipment capabilities and capacity
 - Meet ALL scheduled dates, no exceptions!!!

Responding to the RFP: *What you should know*

- **Award** will be made to one or more printers and/or mailers at the option of the government
- Teaming is encouraged
- The government will require discussions with vendors deemed to be in the competitive range
- Offerors will be required to have key personnel available for all discussions
- Government **will** require revised technical and/or cost proposals after discussions

Responding to the RFP:

What you should know (continued)

- RFP will provide some assumptions for cost and technical modeling purposes
- Offerors' cost proposals must reflect volume discounts
- Government will require past performance and relevant similar experience; may also contact any other references known to the government (e.g., in GPO databases)

Register to do business with GPO



United States Government Printing Office

GPO Contractor Connection

“GPO’s vision is not merely to look to the future but to shape the future of Federal information management.”

— *Bruce James*, U.S. Public Printer

www.contractorconnect.gpo.gov



Different types of contracts:

- Small Purchase
- One Time Bid
- Term Contracts
- GPO placed/handled and Direct Deal contracts
- Simplified Purchase Agreement (SPA)
- Compact



Frequently asked questions:

- Who qualifies to be a contractor for GPO?
- What are the requirements of printing procurement?
- Why do previous contractors have to re-register?
- How do contractors know what jobs are available for procurement?
- After registration when are you able to bid on solicited procurements?



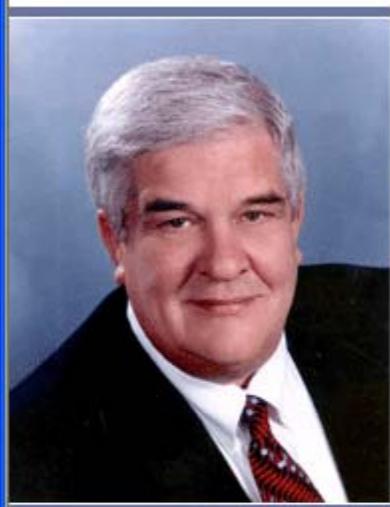
Frequently asked questions (cont.):

- How do you enter a **Bid** or **Offer**?
- What causes a bid to be rejected?
- Once bids are accepted, how are contracts awarded?
- How can you be defaulted on a contract?



Let's navigate www.contractorconnect.gpo.gov





United States Government Printing Office



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— Bruce James, U.S. Public Printer

WHAT'S NEW

- Registration Login
- Bid Opportunities
- Unofficial Bid Results
- Contract Pricing
- Publications
- Applications and Forms
- GPO Home
- News Releases

New Online Registration for GPO Contractors



Login

This Login Screen is for users who have previously registered. If you have [not registered](#) click here.

Please Enter your Email and Password to Login.

*Email

*Password password is case sensitive

Login

[Forgot Password](#)

* indicates required field



United States Government Printing Office



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Officers, Owners, or Partners

Name	Title	Authorized to Sign bids
* <input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

Persons to Contact Concerning Bids, Offers, and Contacts

Name	Phone no hyphens	Ext	Fax no hyphens	Email	Authorized to Sign bids
* <input type="text"/>	<input type="checkbox"/>				
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
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Continue

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Please check products and services your firm is capable of producing (include capabilities for all of your locations).

- | | |
|---|---|
| <input type="checkbox"/> Addressing & Mailing | <input type="checkbox"/> Forms, Continuous Strip |
| <input checked="" type="checkbox"/> Bags | <input type="checkbox"/> Forms, Marginally Punched Continuous |
| <input type="checkbox"/> Banners | <input type="checkbox"/> Graphic Design |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Kit Folders |
| <input type="checkbox"/> Billboards | <input checked="" type="checkbox"/> Labels/Stickers |
| <input type="checkbox"/> Binders, Looseleaf | <input checked="" type="checkbox"/> Laminated Products |
| <input checked="" type="checkbox"/> Books | <input checked="" type="checkbox"/> Maps |
| <input type="checkbox"/> Boxes | <input type="checkbox"/> Microfilm/microfiche |
| <input type="checkbox"/> Braille | <input type="checkbox"/> Mouse Pads |
| <input type="checkbox"/> Calculators | <input checked="" type="checkbox"/> Pamphlets |
| <input type="checkbox"/> CD/DVD Replication | <input checked="" type="checkbox"/> Plastics |
| <input type="checkbox"/> Composition (Cold Type) | <input checked="" type="checkbox"/> Posters |
| <input type="checkbox"/> Composition (Foreign) | <input type="checkbox"/> Promotional Items |
| <input checked="" type="checkbox"/> Copying | <input type="checkbox"/> Sales Books |
| <input type="checkbox"/> Decals | <input checked="" type="checkbox"/> Signs |
| <input type="checkbox"/> Diskette Replication | <input type="checkbox"/> Snapouts |
| <input type="checkbox"/> Embossing | <input checked="" type="checkbox"/> Tags |
| <input type="checkbox"/> Engraving | <input type="checkbox"/> Thermography |
| <input checked="" type="checkbox"/> Envelopes | <input type="checkbox"/> Video Conversion |
| <input type="checkbox"/> File Dividers/Index Tabs | <input type="checkbox"/> Video Replication |
| <input type="checkbox"/> File Folders & Jackets | <input type="checkbox"/> Web Services/Development |
| <input checked="" type="checkbox"/> Forms | |

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Please check products and services your firm is capable of producing (include capabilities for all of your locations).

- | | |
|--|---|
| <input checked="" type="checkbox"/> Addressing & Mailing | <input type="checkbox"/> Forms, Continuous Strip |
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| <input type="checkbox"/> Banners | <input type="checkbox"/> Graphic Design |
| <input checked="" type="checkbox"/> Billboards | <input type="checkbox"/> Kit Folders |
| <input type="checkbox"/> Binders, Looseleaf | Labels/Stickers |
| Books | Laminated Products |
| <input checked="" type="checkbox"/> Boxes | Maps |
| <input type="checkbox"/> Braille | <input type="checkbox"/> Microfilm/microfiche |
| <input checked="" type="checkbox"/> Calculators | <input type="checkbox"/> Mouse Pads |
| <input type="checkbox"/> CD/DVD Replication | Pamphlets |
| <input type="checkbox"/> Composition (Cold Type) | Plastics |
| <input type="checkbox"/> Composition (Foreign) | Posters |
| Copying | <input type="checkbox"/> Promotional Items |
| <input checked="" type="checkbox"/> Single Color | <input type="checkbox"/> Sales Books |
| <input checked="" type="checkbox"/> Multicolor | Signs |
| <input type="checkbox"/> Decals | <input type="checkbox"/> Snapouts |
| <input type="checkbox"/> Diskette Replication | Tags |
| <input checked="" type="checkbox"/> Embossing | <input type="checkbox"/> Thermography |
| <input type="checkbox"/> Engraving | <input type="checkbox"/> Video Conversion |
| Envelopes | <input type="checkbox"/> Video Replication |
| <input type="checkbox"/> Less Than 10,000 | <input type="checkbox"/> Web Services/Development |



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List all relevant equipment (pre-press, press, bindery, etc) at this location including make and model numbers. On web presses, state if press is equipped with sheeters, heaters, etc. Be sure to include information on proofing systems. Provide information in sufficient detail to document capacity, as well as, capability. The information provided may be used to evaluate your ability to perform the requirements of an individual job. You may copy and paste an existing list if you wish. If you have multiple facilities/plants, a separate list will be requested for each location as it is entered.

***Equipment Information**

Enter Equipment Information here

* indicates required field





Thank you for your participation in GPO's procurement program!

- If you have any questions, please call GPO's Procurement Support Branch,
(202)512-0526



5 Minute Break

Question & Answer Session

Contact Information:

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